

SANDIEGO

BALBOA PARK
CENTENNIAL
2015





BALBOA PARK

Larger than New York's Central Park, and home to more museums than any urban park in the nation, Balboa Park is one of the world's most significant urban parks and cultural centers, hosting numerous historic landmarks, over 15 museums, magnificent gardens, the San Diego Zoo, and theaters and amphitheaters of various capacities.



CENTENNIAL CELEBRATION

In 2015, Balboa Park will be home to the Centennial of the Panama–California International Exposition – the event that put San Diego on the map.

With a population of approximately 40,000 people in 1915, San Diego was the smallest city ever to bid on hosting a World expo. When the Expo was eventually awarded to San Francisco, San Diego leadership was undaunted, and decided to host its own Expo. The result was an Expo that stayed open for almost two years, and wound up hosting many of the exhibits from San Francisco's Expo, which closed after 8 months. Simply put, the Expo was the birth of San Diego as a modern, world-class city.

2015 is a renewal of the spirit of 1915, a celebration of all that San Diego has accomplished in the last 100 years, and a showcase for the growing role San Diego will play in the world in the years ahead. The goal is to showcase the best of San Diego in a year-long celebration taking place in Balboa Park and throughout the region.

FIVE PRIMARY PROGRAMMING ELEMENTS:

Spectaculars: Mega-events for the whole family, that draw the eyes of the world to San Diego and the region.

Centennial Forum: A year-long thought leadership forum with the greatest thinkers in San Diego hosting their peers from around the world, addressing the most topical issues of our times.

Play Balboa Park: Activities and programs reflecting the recreational side of San Diego, geared towards kids, and kids at heart. Installations that are both artistic and interactive.

Park Wide Programming: Programs by the top arts and cultural institutions designed for every audience, from theatergoers to film buffs to music fans of every genre.

This brief focuses on Play Balboa Park. The goal is to identify the best creative minds who can help develop Play concepts for the Centennial.

PARK-WIDE PLAY



Play is one of three core programming initiatives for the 2015 Centennial of the Panama–California International Exposition -- along with the Centennial Forum and Celebration Plaza. It reflects the recreational side of the Balboa Park and the broader region.

The concept for Play is to create a rotating series of participatory installations and attractions that bring the Park to life. Over 20 installations will be commissioned for the Centennial, ranging from a zipline and larger climbing structures, to street art and participatory murals. The goal is to create a sense of surprise around every corner, so that people feel like they are rediscovering Balboa Park. The installations sought are those that are visually appealing, making smart creative use of Balboa Park, as well as being something that people can interact with either individually or collectively.

Health/Play

One of the goals of Play is to reflect an holistic perspective on human health. There will be attractions designed around exertion and relaxation, and others designed to test coordination, teamwork, problem solving, resourcefulness and more. There will even be attractions designed to promote nutrition.

Science Play

Many of the installations and attractions will be designed to reveal the science behind many of our Play concepts. There will be a dedicated STEM Play area in Zorro Garden in partnership with the Fleet Science Center.

The following examples have provided inspiration for the 2015 Play concept....



ART - DALSTION HOUSE

The reflections of visitors give the impression they are standing on, suspended from, or scaling the building vertically



EXERCISE - CROCHET NET PLAYGROUND

This suspended crochet playground, which is woven entirely by hand, allows guests to climb, hang, and swing

People express themselves and come together with others to help build these artistic murals



MUSIC - 21 SWINGS

When used, these swings light up and generate music. The music harmonizes depending on how in sync you are with those around you



NUTRITION - URBAN FARMING

People will have a chance to learn about organic nutrition and how to grow their own food



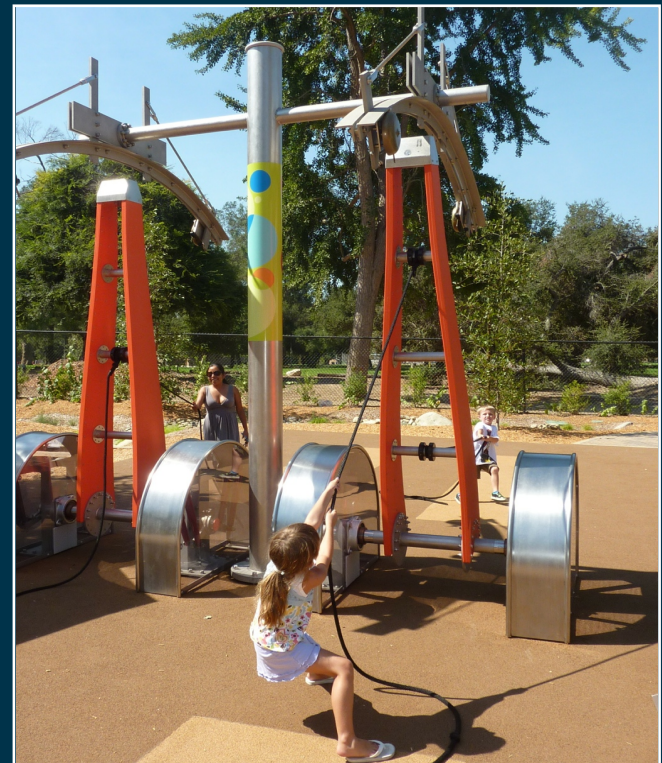
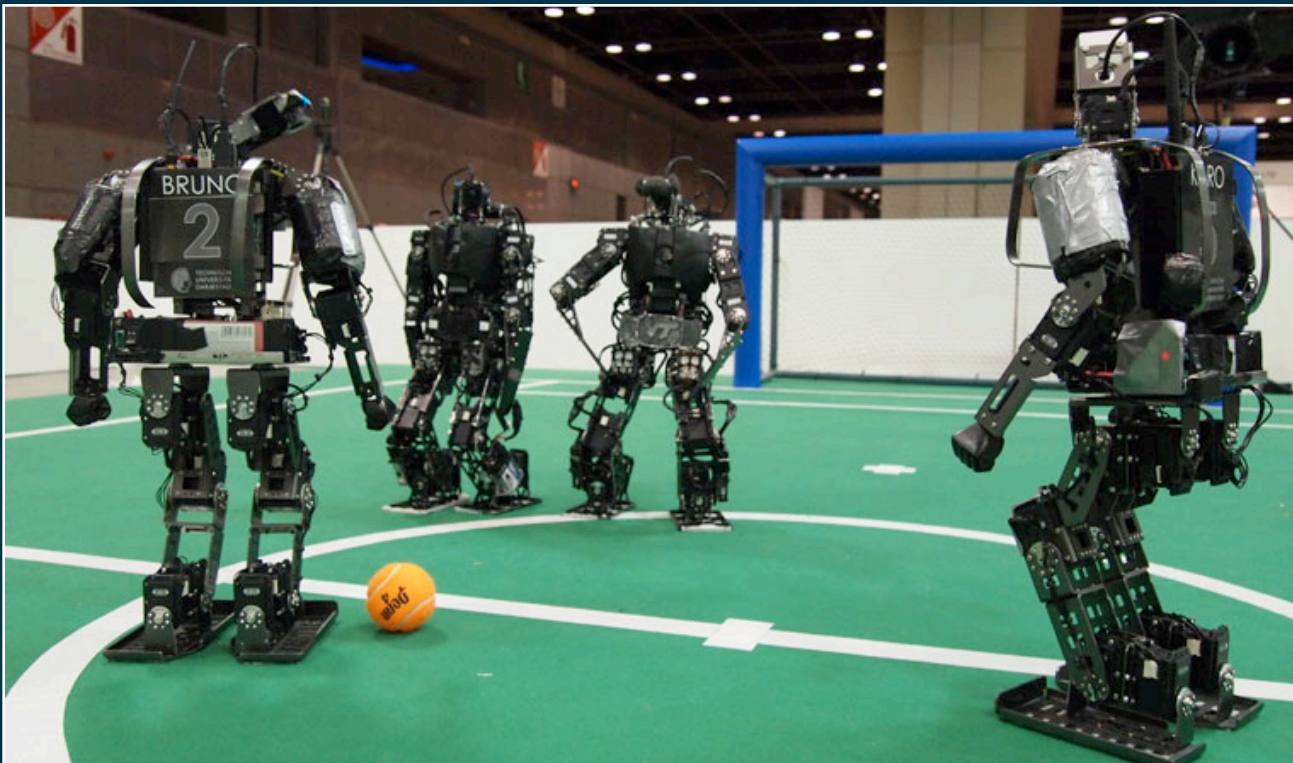
GAMING - CHARCADE

A non-traditional arcade center that incorporates fire with games such as Skee-Ball, Rock Band, and Street Fighter to name a few



RELAXATION - DESERT FOREST

A large scale art installation that gives guests a dream-like multi-sensory experience



STEM PLAY

A large scale art installation that gives guests a dream-like multi-sensory experience

HOW YOU CAN PARTICIPATE



We are looking to identify the best and brightest artists, architects and creative minds initially from San Diego and eventually beyond, to help conceive and build Play elements uniquely designed for Balboa Park. Each installation must be engineered for safety, and must be permitted by the city. The selection criteria is as following:

- **Artistic merit/visual appeal**: Does the installation work with the environment, is it unique to Balboa Park, does it use unique materials, etc.
- **Relevance**: How does the installation fit with the goals of Play? Does it fit within the Health framework? Is there an additional Science Play element to it?
- **Cost**: While the attractions will vary in scale, we are looking for artists who are resourceful. The profile of the artist is less important than the creative concept and ability to execute it.
- **Durability**: Each installation will be displayed for 3 months or more.
- **Staffing needs**: We are looking for simple concepts that are easy to maintain and staff

For more information:

Please send your questions and your recommendations to:

Phil Green, phil@autonomyent.com, 310.429.8015